

National Bicycle Week May 4 to 11

MAN-POWER VEHICLE RETURNS TO ITS OWN AGAIN AS ECONOMY BECOMES WATCHWORD OF TIMES

War Makes Cycling as Popular as it Days of Two Decades Ago; More Bikes Sold Last Year Than During Boom Days of 1898; Exports Hit High Marks.

The bicycle—a war-time expedient. That in a nutshell is the thought that will be promulgated by bicycle men the country over during the current week.

The current week, starting yesterday and ending next Saturday, has been officially pronounced National Bicycle Week by the United Cycle Trade Director and it is estimated that of 4,000,000 bicycle riders in the United States and Canada more than 1,000,000 will participate in the activities of the week.

The bicycle is the most successful of all man-power vehicles. Only a little more than two decades ago the bicycle was the most popular short-distance vehicle. Man, woman and child alike used it for business and for pleasure.

Motor Interferes.
Then came the motor vehicle. Gradually, as the automobile and the motorcycle developed, the bicycle began to fall behind. Many of those companies which manufactured the man-power bike turned toward the newer field and began the manufacture of motorcycles. Soon the bicycle became more a playing for the small boy and girl than a vehicle of transportation.

Then came the war. And the bicycle returned to its own again. It now gives promise of becoming as popular and widely-used as in the days of yore, when the streets of every American city of consequence were thronged with the two-wheeled vehicles.

Scientific economy—that is the spirit of modern war-time. And that is the keynote of the bicycle.

No Upkeep Costs.
The bicycle is indisputably economical. It entails no upkeep costs as the motor vehicle or the horse-drawn vehicle. It is purely a man-power affair. Its only expense is that of repairs—a relatively insignificant item, owing to the simplicity of the mechanism.

And it is scientific economy, for it is a rapid and sure method of transportation, more rapid and as sure as any other method which entails no more expense.

The paramount aim the country over is conservation of time, money and energy. There you have the bicycle. It fulfills each one of these aims.

Yankee Invention.
America is the home of the bicycle. It is another of the many Yankee inventions which have taken their place as world necessities. It has found its way to almost every spot of the globe—at least to every spot where cycling is possible. More than 50,000 bicycles are exported annually, trade figures show.

The United Cycle Trades directorate reports that more than 600,000 bicycles have been sold since the war began. The increase in sales has been little short of enormous. It is estimated that the 1918 sales will total more than 500,000, the greatest number since more than 20 years ago.

Active in Omaha.
Omaha dealers will take an active part in National Bicycle Week program. Practically all of the well known and better brands of wheels are represented in Omaha and the local sales agencies will have special displays of new models. Despite the fact that the bicycles

are crowded from every day view by the great numbers of motor vehicles on street, Omaha is one of the garden spots of the country for bicycles. It is used extensively for both commercial and pleasure purposes and sales by Omaha bicycle establishments run into the hundreds annually.

This year the local men look forward to a greater volume of sales than ever. They anticipate the biggest year in history, and the record of sales already made indicates their prophecy will run true.

Never Went Away.
"The bicycle is not coming back—it never went away," declares Sam F. Boord, manager of the Omaha Bicycle company, one of the largest dealers of two-wheeled bicycles in the middle-west.

"Demands for bicycles in Omaha exceeds the supply. I never have enough wheels to fill orders. We have lost sight of the bicycle a little in the overwhelming number of motorcycles we see every day, but an examination of the books of any bicycle dealer in this part of the country will show that the 'do-your-own pedaling' machine still holds its popularity."

"We have just received a new shipment for bicycle week. They are the classiest as well as the sturdiest bicycles ever made. When I sell these wheels I'll do it with a full knowledge that I need hope for no repeat sales, because the bicycles are so exceptionally well made they'll never wear out. I never saw such sturdy bikes before."

Modern Day Vehicle.
"The bicycle has returned to popular favor more than most people believe," said James C. Van Avery, manager of the Nebraska Motorcycle and Bicycle company. "Last year more than 1,000,000 bicycles were sold in the United States. Do you realize that is a larger number than was sold during the bicycle boom days of 1898? At that time the bicycle was a fad, but today it has become a necessity—a necessity for commercial purposes and for health and recreation. They say the bicycle is a vehicle of a former age, of a day long past, and yet more are sold now than ever before. Does that look like the bicycle is a vehicle of the past? It does not. And the bicycle is going to be more popular than ever this year."

Newest Bike Store.
The Nebraska Motorcycle and Bicycle company is Omaha's newest bicycle store. It is located at 624 South Sixteenth street, just two doors north of the Castle hotel.

The firm is the exclusive representative of the Excelsior bicycle. They have a large supply of these wheels on hand and several new shipments are expected soon. Models to suit every age and purse are on display and are sold on the easy payment plan. In addition to the wheels, the Nebraska Motorcycle and Bicycle company carries a complete line of supplies, tires and accessories.

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Unloading Harleys for Vic Roos



VIC ROOS IS ONE OF PIONEER BIKE DEALERS OF CITY

Vic Roos, representative for the Harley-Davidson bicycle, is one of the largest distributors of bicycles in the entire country.

Roos is a pioneer bicycle man. His first business venture was a bicycle shop at Twenty-seventh and Leavenworth streets. Then, when he entered the motorcycle field, he retained his bicycle lines and today ranks as one of the largest of bicycle as well as motorcycle distributors in the country.

Roos is one of the leading spirits of his field and he is well known to bicycle men all over the country.

The Harley-Davidson wheel, which is handled by Roos, is one of the standard makes. It has a record for durability and easy riding qualities. Scores of Harleys are in constant use in Omaha and the adjoining territory.

Dicky and His Cousins.
Dicky was brought up on an isolated Texas ranch and his only playmates were rabbits, a dog, a cat and some pet pigeons. His mother, planning a visit to her relatives in the north, said to him: "When we go you'll have some little cousins to play with. You'll like that, won't you, Dicky?"
"I'm not sure," answered the little fellow. "Do cousins have two legs or four?"

ANNOUNCING

OMAHA'S NEWEST AND

Most Up-to-Date Bicycle Store

Exclusive Agents for Excelsior Bicycles

Bicycle Accessories Tires and Repairs

Excelsior "Superb"

We extend a cordial invitation to you, to visit our new salesroom and select your Bicycle from the finest and most complete stock of Bicycles in the city. A brand new and up-to-date line of bicycle accessories and tires.

Nebraska Motorcycle & Bicycle Co.

Distributors
Excelsior and Henderson Motorcycles.
BICYCLES SOLD ON EASY PAYMENTS.

Phone Tyler 2987. 624 S. 16th (2 doors north of Hotel Castle.)

Dealers Who Dropped Bike See Error of Their Ways

Convincing evidence that the bicycle is still in the ring is the number of dealers who have returned to the bicycle game.

Many dealers turned away from the bicycle seven or eight years ago and began to devote their exclusive attentions to the motorcycle. Others who were hardware merchants dropped the bike and handled hardware exclusively.

But they're going back and the records of the United Cycle Trade Director show that many score of former bike dealers who dropped their lines several years ago, have

Health Experts Staunch Supporters of Cycling

The bicycle has at least one staunch supporter. He is the health expert.

Health experts the country over recommend cycling as a health measure. It provides plenty of exercise and it furnishes plenty of air and sunshine. It makes for rugged constitutions for growing boys and girls, develops the muscles and the lungs, and it is pretty good exercise for grownups who think the golf links offer the only healthful recreation possible. It is one of the very best methods of keeping physically fit.



Why Pay More?

When buying a bicycle you can get more value for your money when you trade at our store because—

- First—Our tremendous buying power gives you the benefit of rock bottom prices.
- Second—We are not in the high rent district.
- Third—Our business is run on a systematic and economical basis, and last but not least our fifteen years' experience in the cycle business is at your service.

HELP WIN THE WAR

By conserving on the original purchase price and by buying quality goods that last longer and give the maximum amount of satisfaction.

BUY A HARLEY-DAVIDSON

and you get that satisfaction and economy that goes only with quality merchandise. We have them to fit every pocketbook and remember you always get a few dollars' more value when you buy from us.

We just bought up another lot of high grade bicycles from a concern going out of business—be sure and see these bargains before you buy elsewhere.

VICTOR H. ROOS

"The Cycle Man"

Bicycles Harley-Davidson Motorcycles
2701-03 Leavenworth St.

Buy a Bicycle

"Everybody's Doing It!"

**Now Is the Time
This Is the Place
The Hudson Is the Bicycle**

We are still selling the Hudson Bicycle, with Tip-top saddle finished in U. S. olive drab color, with new Armor coaster brake and genuine \$9 Vitalic tires, at \$35.

We have a few left at this price, which we bought in carload lot before the last ten to twenty per cent raise. We have also the celebrated Raycycle, Indian, Bix Six, Miami and Merkel lines. See us first. You know the place. Same location for twenty-five years—

We are agents for the South Motor Wheel and South Flyer and can attach them to any bicycle.

OMAHA BICYCLE CO.

321-23 North 16th St., Omaha
The Big Bicycle and Motorcycle Company

The Wheel In The Window

BICYCLES ARE
RIDE A BICYCLE

PERHAPS you were in a hurry today and rushed by without seeing them, shimmering in the sunlight, sleek, slender and graceful, enameled and nicked, standing there like greyhounds, ready to leap out at you.

Too bad you didn't see them because you are going to be asked about them when you get home.

Some little sharp eyes saw them there, and the big sign also:

**"National Bicycle Week"
May 4th to 11th**

Post up now. You will have to face the "Little Inquisitor" tonight and explain what this "National Bicycle Week" is all about.

The Bike season is on, and if you are not aware of it now you will be, before many hours.

You don't need much coaching to brush up on "Bike Time." You will well remember that those were your happiest days. They have come 'round again and your boy or girl or little brother or sister, or nephew or niece—some youngster you know—has the "Bike fever." They're just burnin' up for a Bike.

The modern wheel doesn't cost half as much as yours did. The sacrifice is very little on your part and the benefits to those youngsters who are dear to you, well you know, they are immeasurable.

It is natural and right that every boy and girl should want to

Ride a Bicycle

Select your wheel now, while you can get delivery.
Dealers are keeping open house this week.

FIGHT

— for Sales with Pictures that tell Your Story at a glance.

**BEE ENGRAVING DEPARTMENT
OMAHA**